1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?

Top three variables in our model are:

* Specialization\_Unknown
* What is your current occupation\_Unemployed
* Lead Origin\_Landing Page Submission

1. What are the top 3 categorical/dummy variables in the model which should be focused the most on in order to increase the probability of lead conversion?

Top three categorical variables in the model are:

* Specialization\_Unknown
* What is your current occupation\_Unemployed
* Lead Origin\_Landing Page Submission

1. X Education has a period of 2 months every year during which they hire some interns. The sales team, in particular, has around 10 interns allotted to them. So during this phase, they wish to make the lead conversion more aggressive. So they want almost all of the potential leads (i.e. the customers who have been predicted as 1 by the model) to be converted and hence, want to make phone calls to as much of such people as possible. Suggest a good strategy they should employ at this stage.

A good strategy is to lower the cut off so that the probability of lead conversion would be increased and thus increasing more number of customer. As the number of potential customer is increased which we make newly hired sales to work more aggressively and if sample is larger, then there is more probability to converted.

1. Similarly, at times, the company reaches its target for a quarter before the deadline. During this time, the company wants the sales team to focus on some new work as well. So during this time, the company’s aim is to not make phone calls unless it’s extremely necessary, i.e. they want to minimize the rate of useless phone calls. Suggest a strategy they should employ at this stage.

A good strategy is higher the cut off so that the probability of lead conversion would be decreased and thus decreasing the number of customer. So if less potential customer, the number of useless phone call will be reduced.